

The background of the cover is a collage of two images. The top image shows a large, clear plastic water bottle on a conveyor belt in a factory setting, with bright light coming from the left. The bottom image shows a smaller, clear plastic water bottle lying on its side, covered in condensation droplets, surrounded by ice cubes.

# IBWA 2023 ADVERTISING MEDIA KIT

## WEBSITE

[www.bottledwater.org](http://www.bottledwater.org)

## PRINT & DIGITAL MAGAZINE

Bottled Water  
Reporter

## MAGAZINE WEBSITE

[www.bottledwaterreporter.org](http://www.bottledwaterreporter.org)

## ONLINE BUYERS' GUIDE

[www.bottledwater.org/  
buyersguide](http://www.bottledwater.org/buyersguide)

## E-NEWSLETTER

IBWA News  
Splash





## ABOUT IBWA

Founded in 1958, the International Bottled Water Association's (IBWA) membership consists of U.S. and international bottlers and distributors that produce and deliver bottled water products and the suppliers that serve them. IBWA represents companies of all sizes—and our member bottlers represent 75 percent of all the bottled water sold in the United States. These bottlers have strong ties in the communities in which they work. They are also committed to providing not only healthy hydration products to the communities they serve but also highly sought-after jobs. IBWA unifies the bottled water industry and represents uncompromising commitment to the safety and availability of bottled water worldwide.





## WHAT WE DO

As the authoritative source of information about all types of bottled water—including spring, mineral, purified, artesian, and sparkling—IBWA is the liaison between industry, government, and consumers. IBWA is committed to working with the U.S. Food and Drug Administration (FDA), which strictly regulates bottled water as a packaged food product, and state governments to set stringent standards for safe, high-quality bottled water products.

Using a system of committees to establish objectives and execute successful programs, IBWA provides its members a neutral forum to discuss industry issues. Those committees include Communications, Education, Environmental Sustainability, Government Relations, Membership, State and Regional Associations, Supplier and Convention, and Technical.

### IBWA VISION STATEMENT

Be the leading voice for healthy hydration and the bottled water industry.

### IBWA MISSION STATEMENT

Serve our members and the public by championing bottled water and other healthy hydration choices, while promoting an environmentally responsible and sustainable industry.



## IBWA: THE LEADING AUTHORITY FOR BOTTLED WATER INFORMATION

For the seventh consecutive year, research by the Beverage Marketing Corporation (BMC) shows that bottled water is the No.1 packaged beverage choice in the United States (by volume)—and its dominance in the beverage sector is expected to continue. As professionals working in a multibillion-dollar industry, bottled water decision makers need a trusted source of information—that's why they turn to IBWA.

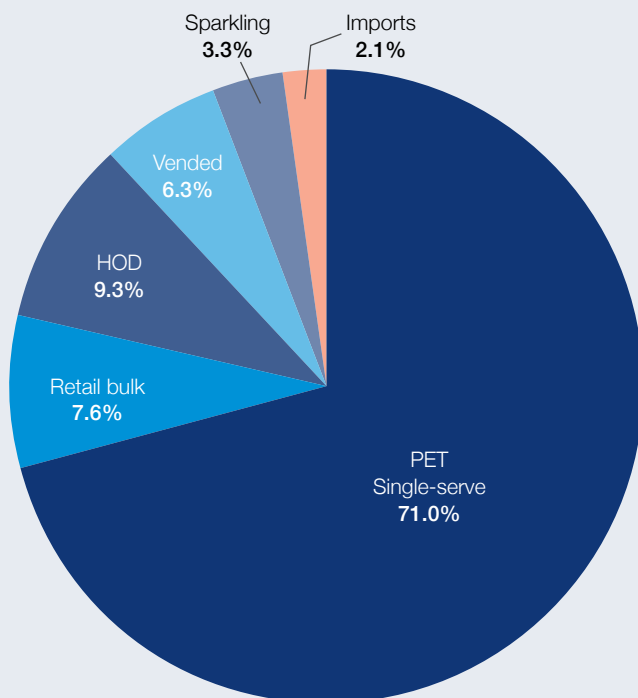
For your advertising needs, IBWA offers digital and print resources to help you reach your intended audience in a cost-effective manner. Our professional sales team, with more than 12 years of experience working with IBWA, can help you create an advertising bundle that meets your marketing goals from the following options of IBWA media: [www.bottledwater.org](http://www.bottledwater.org), our flagship website; Bottled Water Reporter, our award-winning digital and print magazine; Online Buyers' Guide, with a user-friendly website design; and IBWA News Splash, our weekly e-newsletter. Whether you seek print or online opportunities, IBWA can help you:

- Increase brand awareness
- Drive sales
- Deliver key messages
- Increase traffic to your websites
- Expand reach of your social media efforts

To learn more, visit [www.bottledwater.org](http://www.bottledwater.org).

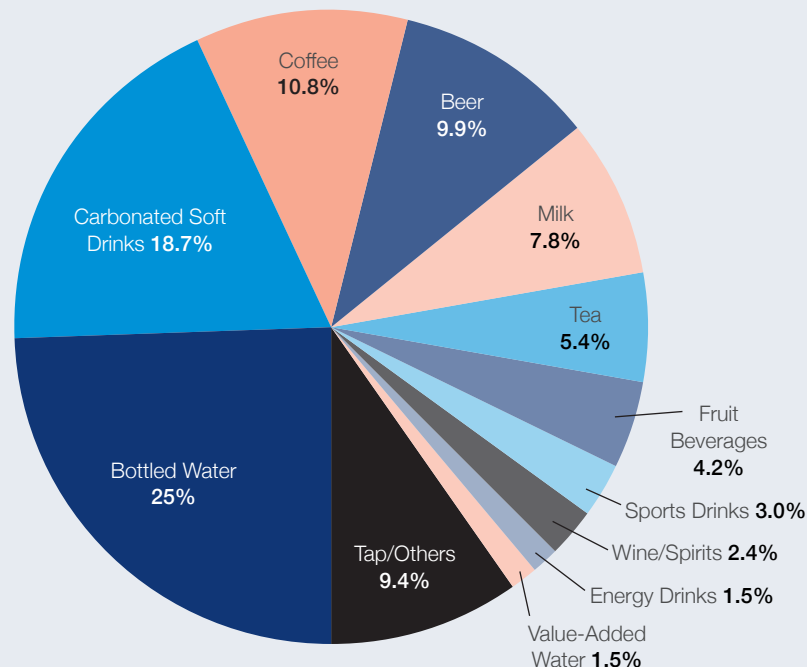
## INDUSTRY STATS

2022[P] Volume Share of Stomach  
by Water Segment



\* Total does not equal 100 due to rounding.

2022[P] Volume Share of Stomach  
by U.S. Beverage Segment  
(Billions of Gallons)



\*P = preliminary

Source: Beverage Marketing Corporation  
Copyright © 2023 by Beverage Marketing Corporation

# IBWA MEDIA OFFERINGS



Bottled water is big business, but the professional players are few due to mergers and acquisitions. Choosing to advertise in one or more of IBWA's media offerings means your products and services are seen by the buyers and decision makers in the bottled water industry.

- **IBWA Website**  
[www.bottledwater.org](http://www.bottledwater.org) **Page 6**
- **Print & Digital Magazine**  
Bottled Water Reporter **Page 8**
- **Magazine Website**  
[www.bottledwaterreporter.org](http://www.bottledwaterreporter.org) **Page 12**
- **Online Buyers' Guide**  
[www.bottledwater.org/buyersguide](http://www.bottledwater.org/buyersguide) **Page 14**
- **IBWA E-newsletter**  
News Splash **Page 16**

Ranked as the No.1 result in searches for “bottled water information” and “learn about bottled water,” [www.bottledwater.org](http://www.bottledwater.org)—IBWA’s flagship website—has been around for more than 25 years, launching in 1997. In 2020, it was overhauled, receiving a new, fresh look that encourages visitors to spend even more time scrolling through the site to learn the truth about bottled water.

The public-facing web pages provide a bottled water education that is based on facts and science; the “Members’ Only” pages contain a dashboard to help our bottler, distributor, and supplier members easily reference account information and association resources (e.g., water use, energy use, and recycling studies; the IBWA Bottled Water Model Code of Practice; and training courses) to help ensure the continued success and growth of their companies and the bottled water industry.

Drive traffic to your company and brand websites and increase brand awareness by advertising on [www.bottledwater.org](http://www.bottledwater.org).

Advertising on [www.bottledwater.org](http://www.bottledwater.org) is a unique opportunity for bottled water brands to reach consumers who have shown, by visiting IBWA’s website, that they are motivated to learn about the benefits of bottled water.

## AD SPECIFICATIONS

**Horizontal banner** 787 x 90 pixels

**Rectangle**  
250 x 310  
pixels



**Monthly unique visits:**

**18,622**



## AD RATES

### Horizontal banner rates

- 12 months
  - \$5,000 (member)
  - \$8,000 (non-member)

Advertisements rotating in position located at top of page / between running text.

### Medium rectangle rates


- 12 months
  - \$5,000 (member)
  - \$8,000 (non-member)

Advertisements rotating in position located in right-hand margin.

THE ENVIRONMENT

YOUR AD HERE


In today's on-the-go society, most of what we drink comes in a package. The bottled water industry has taken proactive steps to ensure that our products have the smallest environmental footprint of any packaged beverage.




**Overall environmental impact**

A report from the American Chemistry Council (ACC) – Life Cycle Impacts of Plastic Packaging Compared to Substitutes in the United States and Canada – looked at the overall impact of plastics on the environment compared to other materials to answer the following question: If we weren't using plastic for the container, what would we be using instead, and what would be the impact of those alternatives? ACC's report concluded that, when comparing materials throughout the entire life cycle of a package, plastics leave a much smaller environmental footprint than alternatives, such as glass, aluminum cans, and paperboard cartons. Perhaps the


RECENT PRESS RELEASES




Check your emergency bottled water supply for hurricane season  
May 27, 2020




Bottled water consumption grows, sugary drinks decrease, 10 years in a row  
May 19, 2020



Participating in recycling is more important than ever this Earth Day  
April 22, 2020



What people need to know about bottled water during the covid-19 outbreak  
March 6, 2020



Statement regarding H.R. 4236  
February 27, 2020

ADVERTISEMENT

YOUR AD HERE

# Print and Digital Magazine: Bottled Water Reporter

IBWA's award-winning, niche market publication

IBWA's award-winning magazine, Bottled Water Reporter (BWR), is the only trade magazine in the United States that exclusively targets the bottled water industry. Quarterly, this printed magazine delivers industry related content that updates the membership and nonmember subscribers on industry trends, state and federal regulations, benchmarking, and best practices. IBWA first published Bottled Water Reporter in 1958—and we have been proud to offer digital editions of the magazine to members since 2009.

Issues are mailed directly to IBWA members and nonmember subscribers four times a year and are printed on 8.5"x11", full-color, glossy stock pages. Bonus distributions occur during the IBWA Annual Business Conference and Trade Show and the IBWA June Board of Directors and Committee Meetings.

BWR magazine delivers:

- Timely and relevant content
- Industry best practices
- IBWA guidance documents and tips

Advertise in IBWA's print magazine—Bottled Water Reporter—and receive bonus distribution in the digital edition free of charge.

# BWR

BOTTLED WATER REPORTER





# Print and Digital Magazine: Bottled Water Reporter

IBWA's award-winning, niche market publication

## GET NOTICED

Take advantage of these additional marketing options (call for pricing)

### **Belly band**

Literally wrap your message around IBWA's print magazine to create high impact on a budget! Readers can't help but notice your belly band advertisement!

### **Heavy stock insert**

Heighten the impact of your ad by having it printed on card stock and bound into the magazine.

### **Cover wrap**

Ensure your product is seen by becoming a cover wrap sponsor! Readers must first view your ad before they can flip to the great BWR content inside.

### **Advertorial**

Ensure Bottled Water Reporter readers get your message loud and clear by taking advantage of this unique opportunity to share your product and service details through sponsored content. Members look to IBWA as a key resource for bottled water industry information, so this is your chance to provide singular insight to the bottled water community. (All content is subject to review and approval by IBWA prior to publication.)

Interested in one of the above offerings?  
Contact IBWA Advertising Account Manager  
**Stephanie Reyna**: 817.719.6197 or  
[stephanie@bottledwater.org](mailto:stephanie@bottledwater.org).



# Print and Digital Magazine: Bottled Water Reporter

IBWA's award-winning, niche market publication



## 2023 BWR EDITORIAL CALENDAR

### SPRING ISSUE

#### Cover Story: **Home and Office Delivery**

The home and office delivery (HOD) segment of the bottled water industry experienced growth during the COVID-19 pandemic—and the Beverage Marketing Corporation (BMC) predicts that market will benefit from the new business model that has Americans working both from home and at the office. In addition, consumers continue to focus on being healthy. But HOD management is a multi-tiered task. It involves bottlers educating their route salespeople on how to be a good sales rep by making their customers' lives easier—and also having fleet managers who can implement a fleet policy that takes into consideration issues like economical gas usage, fleet maintenance, route management apps, and more!

#### Dates:

Ad Close: March 15

Art Due: March 17

### SUMMER ISSUE

#### Cover Story: **Buyers' Guide/Conference**

BWR's Buyers' Guide issue garners the longest read-time stats. That's because not only does it contain contact and product information for IBWA Supplier members but also it presents BMC's annual industry statistics feature. And this year—the summer issue will include information about IBWA's annual business conference, which will be held September 11-14 in Las Vegas.

Preliminary research from 2022 shows that bottled water is the No.1 packaged drink in America for the seventh year in a row. Be a part of that growth! Reach IBWA Bottlers and BWR subscribers by placing an ad in the 2022 Buyers' Guide.

#### Dates:

Ad Close: May 8

Art Due: May 15

### FALL ISSUE

#### Cover Story: **Packaging/Marketing**

It has been a long while since bottled water was just about the water. Top of mind issues now include the latest trends in packaging, business innovations, and recycling. As the FTC looks to update its Green Guides, the packaging and marketing arena is sure to face some interesting updates. This fall issue will investigate the hottest packaging issues for 2023 and offer marketing insights that will help you promote healthy hydration.

#### Dates:

Ad Close: July 10

Art Due: July 17

### WINTER ISSUE

#### Cover Story: **Healthy Hydration**

The winter issue of BWR's quarterly production schedule gets everyone on track by returning to the topic of healthy hydration and helping the association ring in 2024 with renewed insight on how to educate consumers about the importance of healthy hydration. The latest research will be introduced, and recommendations for how bottlers can share that content with their customers will be provided. If your company helps bottlers produce, package, or convey bottled water products to their customers, you'll want to be included in this IBWA member-favorite issue.

#### Dates:

Ad Close: October 17

Art Due: October 24



# Print and Digital Magazine: Bottled Water Reporter

IBWA's award-winning, niche market publication

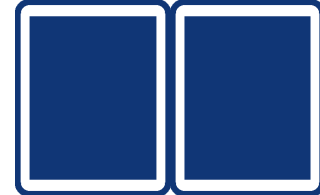
## BWR PRINT AD SPECS AND COSTS



**Half-page  
horizontal**  
6.75w x 4.75h



**Full page**  
8.375w x 10.875h  
(8.625w x 11.125h  
w/ bleed)



**Double-page spread**  
16.75w x 10.875h  
(17w x 11.125h  
w/ bleed)



**Inside front cover**  
8.375w x 10.875h  
(8.625w x 11.125h  
w/bleed)



**Inside back cover**  
8.375w x 10.875h  
(8.625w x 11.125h  
w/bleed)



**Outside back cover**  
8.63w x 8.5h  
(8.625w x 9.125h  
w/ bleed)

AD SIZE	MEMBER RATES				NON-MEMBER RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Full page	3,000	2,800	2,600	2,400	3,900	3,700	3,500	3,300
Half-page horizontal	2,500	2,300	2,100	1,800	3,250	3,050	2,850	2,650
Quarter page	2,000	1,800	1,600	1,400	2,600	2,400	2,200	2,000
Inside front cover	3,600	3,400	3,200	3,000	4,680	4,480	4,280	4,080
Inside back cover	3,600	3,400	3,200	3,000	4,680	4,480	4,280	4,080
Outside back cover	4,500	4,300	4,000	3,800	5,850	5,650	5,450	5,250
Double-page spread	3,400	3,200	3,000	2,800	4,420	4,220	4,020	3,820

# Bottled Water Reporter Magazine Website

Where Consumers Go to Learn

A new addition to our media offerings—the Bottled Water Reporter (BWR) magazine website—[www.bottledwaterreporter.org](http://www.bottledwaterreporter.org)—offers articles from the BWR print edition but re-imagined for a new audience: consumers. Because the original content for BWR is structured for IBWA members and other bottled water professionals, this site will publish articles that help educate the public about bottled water issues.

So much misinformation exists about bottled water online and on social media. The BWR magazine website offers IBWA a direct line to consumers to ensure that facts, science, and industry's perspective are part of any conversation about bottled water.





# Bottled Water Reporter Magazine Website

Where Consumers Go to Learn

## AD SPECIFICATIONS

Horizontal banner 787 x 90 pixels

Rectangle  
250 x 310  
pixels

## AD RATES

### Horizontal banner rates

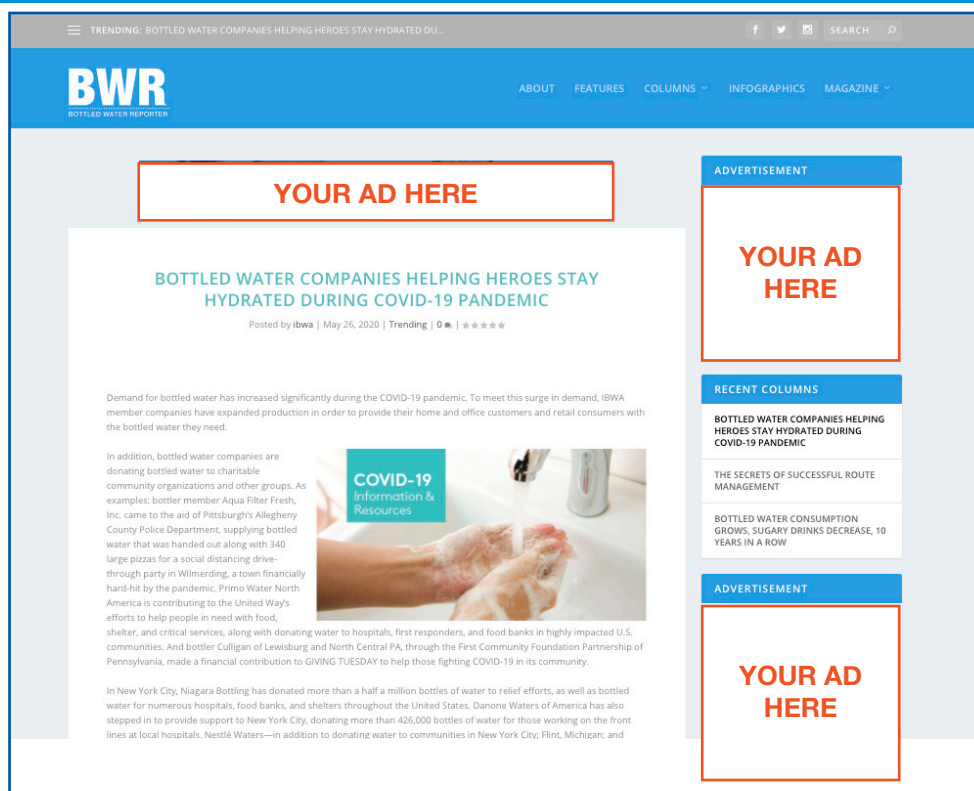
- 12 months  
\$2,500 (member)  
\$4,000 (non-member)

Advertisements rotating in position located at top of page / between running text.

### Medium rectangle rates

- 12 months  
\$2,500 (member)  
\$4,000 (non-member)

Advertisements rotating in position located in right-hand margin.



# Online Buyers' Guide

One-stop shopping for industry decision makers

Bottlers and distributors don't want to waste time conducting research on suppliers that don't understand the bottled water industry. That's why they turn to IBWA's Online Buyers' Guide—[www.bottledwater.org/buyers-guide](http://www.bottledwater.org/buyers-guide)—because the vendors listed here are experts in all-things-bottled-water.

IBWA's user-friendly Online Buyers' Guide enables visitors to locate IBWA supplier members quickly and easily. Company listings are completely searchable via the "keyword" function, and listings also appear under the categories our suppliers choose to distinguish themselves from the competition, ensuring that their company is seen by bottled water professionals ready to make their next important purchase.

Want your company to stand out from the competition? Select a banner ad, which will appear at the top of the IBWA Online Buyers' Guide, or the rectangle ad option, which will be placed in the left-hand margin of the page. Check out IBWA's searchable Online Buyers' Guide at [www.bottledwater.org/buyers-guide](http://www.bottledwater.org/buyers-guide).

- Optimized to drive traffic from search engines and the IBWA home page
- Landing pages indexed in Google for additional visibility for your brand
- Directs visitors to a landing page to learn more about your business





# Online Buyers' Guide

One-stop shopping for industry decision makers

## AD SPECIFICATIONS

Horizontal banner 787 x 90 pixels

Rectangle  
231 x 300  
pixels

Ask about our  
Exclusive Sponsorship  
for IBWA's Online  
Buyers' Guide!

## AD RATES

### Horizontal banner rates

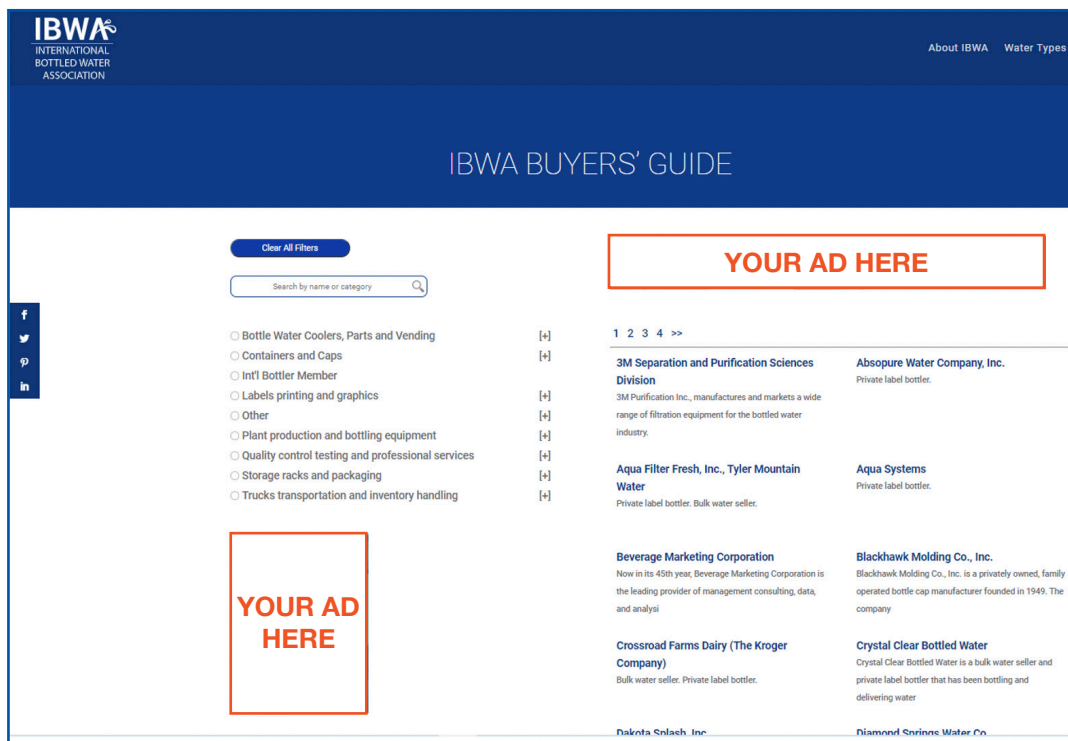
- 12 months  
\$5,000 (member)  
\$8,000 (non-member)

Advertisements rotating in position located at top of page / between running text.

### Medium rectangle rates

- 12 months  
\$5,000 (member)  
\$8,000 (non-member)

Advertisements rotating in position located in right-hand margin.



# IBWA News Splash E-newsletter

Reach decision makers weekly



Each week, IBWA distributes the association's e-newsletter, IBWA News Splash, to every member of the association. Each issue provides vital technical, government relations, communications, education, environmental sustainability, and industry news. By advertising in the weekly IBWA News Splash e-newsletter, you ensure that your company news is delivered directly to the email in-boxes of bottled water industry decision makers!

**Sponsored Content Opportunity:** Have a new product or service you need to announce? Take advantage of this advertorial space in IBWA's News Splash e-newsletter. Provide 250 words and logo/image of your choice, and we'll hyperlink it to your email or website. (All content is subject to review and approval by IBWA prior to publication.)

IBWA's News Splash E-newsletter is the ideal place to promote products and services. Ads are hyperlinked to the website or email address of your choice.



# IBWA News Splash E-newsletter

Reach decision makers weekly

## AD SPECIFICATIONS

- Files larger than 200 KB not accepted.
- .jpg, .jpeg, .gif, .png file types accepted.
- Ad will link to URL or email of advertiser's choice.

Sidebar  
300 x 1050  
pixels

Square

160 x 160  
pixels

Square

160 x 160  
pixels

Square

160 x 160  
pixels

Banner

980 x 120 pixels

## AD RATES

### E-Newsletter Square Ads

- Member rate: \$750 / month
- Nonmember rate: \$650 / month

### Splash Website Sidebar Ads

- Member rate: \$1,000 / month
- Nonmember rate: \$1,200 / month

### Splash Website Banner Ads

- Member rate: \$1,000 / month
- Nonmember rate: \$1,200 / month

IBWA®  
BOTTLED WATER  
INDUSTRY ASSOCIATION

Home | Get Media | Government Relations | [Contact Us](#)

YOUR AD HERE  
980x120 pixels

### IBWA News Splash

#### Registration Now Open for the February 21-23, 2023 IBWA Virtual Winter Board of Directors and Committee Virtual Meetings

by Courtney | February 16, 2023 | [Get News](#)

All current IBWA members can register now for the 2023 IBWA Winter Board of Directors and Committee Meetings, which will be held virtually from February 21-23. (The February meetings have been held virtually for several years, unrelated to the COVID-19 pandemic.) Even...

[Read More](#)

#### Registration Now Open for the February 21-23, 2023 IBWA Virtual Winter Board of Directors and Committee Virtual Meetings

by Courtney | Feb 14, 2023 | [Get News](#)

All current IBWA members can register now for the 2023 IBWA Winter Board of Directors and Committee Meetings, which will be held virtually from February 21-23. (The February meetings have been held virtually for several years, unrelated to the COVID-19 pandemic.) Even...

#### IBWA Opposes Legislation in Hawaii That Bans the Sale of Plastic Water Bottles; Member Action Needed

by IBWA | Dec 1, 2022 | [Government Relations](#)

Introduced as a bill that sought a ban on all plastic beverage containers under 2 liters—but now would only impose the ban on plastic bottled water containers of less than 2 liters, House Bill 87 (HB 87) is awaiting action in Hawaii's House Committee on Consumer Protection and Commerce and the House...

#### IBWA Supports Bottle Deposit Task Force Legislation in New York

by Josh | Oct 14, 2022 | [Government Relations](#)

IBWA Supports Bottle Deposit Task Force Legislation in New York For several years, IBWA has been supporting New York legislation that would establish a bottle redemption must-link force. That task force is assigned with providing the legislation and the governor...

YOUR AD  
HERE  
300x1050  
pixels

View this email in your browser >  
February 23, 2023  
Vol. 24, No. 7

## IBWA® News Splash

### Registration Now Open for the February 21-23, 2023 IBWA Virtual Winter Board of Directors and Committee Virtual Meetings

All current IBWA members can register now for the 2023 IBWA Winter Board of Directors and Committee Meetings, which will be held virtually from February 21-23. (The February meetings have been held virtually for several years, unrelated to the COVID-19 pandemic.) Even if you are not active on an IBWA committee currently, we invite you to participate in these meetings...

[Read more](#)

YOUR AD  
HERE

YOUR AD  
HERE

YOUR AD  
HERE

### IBWA Opposes Legislation in Hawaii That Bans the Sale of Plastic Water Bottles; Member Action Needed

Introduced as a bill that sought a ban on all plastic beverage containers under 2 liters—but now would only impose the ban on plastic bottled water containers of less than 2 liters, House Bill 87 (HB 87) is awaiting action in Hawaii's House Committee on Consumer Protection and Commerce and the House...

# Customize your marketing plan

Select the advertising options below you are interested in learning more about, and then email this page to [stephanie@bottledwater.org](mailto:stephanie@bottledwater.org) to finalize your marketing plan.

COMPANY NAME:

MARKETING CONTACT NAME:

PHONE:

EMAIL:

IBWA MEMBER? ☐ Yes ☐ No, not interested ☐ No, info please

## WEBSITE

[www.bottledwater.org](http://www.bottledwater.org)

☐ Horizontal ☐ Rectangle

## PRINT & DIGITAL MAGAZINE

Bottled Water Reporter

☐ Half-page horizontal ☐ Full page ☐ Double-page spread  
☐ Inside front cover ☐ Inside back cover ☐ Outside back cover  
☐ Advertorial ☐ Belly band ☐ Heavy stock insert ☐ Cover wrap

## MAGAZINE WEBSITE

[www.bottledwaterreporter.org](http://www.bottledwaterreporter.org)

☐ Horizontal ☐ Rectangle

## ONLINE BUYERS' GUIDE

[www.bottledwater.org/buyersguide](http://www.bottledwater.org/buyersguide)

☐ Horizontal ☐ Rectangle

## E-NEWSLETTER

IBWA News Splash

☐ E-Newsletter Square ☐ Website Banner ☐ Website Sidebar